

File Setup Guide

Preparing Your Files for Digital Printing

Thanks you for choosing Presentech for your color print project. We look forward to working with you.

Please review the following guidelines to ensure that you are correctly preparing your files. Need additional information? We welcome your call or email to clarify any of the guidelines below.

CHOOSING THE BEST FILE TYPE FOR PRINTING

We suggest printing directly from a press ready pdf file.

We suggest saving it as a press ready pdf for final printing. This avoids the need to send fonts and support files and also ensures that the file you preview in your pdf will look exactly like the final order you will receive. The file size will also be smaller, making file upload faster and easier.

SUPPORT FILES

Never copy and use images that you found on a web page.

Web images may look great on the screen, but will not print like they appear. It is better to leave off a logo or photo altogether rather than copy one from a web page.

If you are ordering a large format poster or banner, be sure to use a high resolution graphic that will not lose quality when enlarged. Better yet, use a vector graphic that is designed for printing at any size. Remember, if it looks bad small, it will look worse when printed large.

IMAGE RESOLUTION

Always save your images at the right resolution and size. Please don't import a larger file and then shrink or enlarge it to fit. Never "up res" your image by increasing the dpi in Photoshop.

For small format printing (up to 12 x 18 non bleed), your image should be saved at 150 dpi.
A higher dpi will not increase your print quality.

For large format printing, your image should be saved at 100-125 dpi at the final size.

Examples: If your document is designed at actual size, your scans should be 125dpi.
If your document is being enlarged 200%, your scans should be 250 dpi
If your document is being enlarged 300%, your scans should be 375 dpi



BOOKLET PRINTING

Booklets should be created in normal page order (1,2,3...) and we will reorder to print correctly once folded. Do not send spreads - just send one print file with individual non facing pages with crops and bleed on each page.

2-SIDED PRINTING

When you are printing 2-sided (4/4) please create a 2-page file (page 2 is side 2). Or, for a multiple page order, the odd number pages are the front side of your page and the even number pages are the back side. Each page should have bleed and crops. Please don't send separate files or layout your page with the front and back on the same page.

DOCUMENT BLEEDS

Include and set up your document bleeds correctly

Make sure all bleeds extend at least an eighth of an inch beyond the edge of the finished document. Without bleed included, we will need to trim into your document's live area to eliminate a white edge.

COLOR FORMAT

Convert all your colors from RGB to CMYK

Your images may print off color or with inaccurate color if you neglect to convert images. Since your monitor is RGB, RGB images look great on screen, but they will look washed out and off color when printed on a CMYK printer or plotter.

Solid or spot colors should be Pantone (PMS) coated

The Pantone Matching System (PMS) is designed to provide us with a color that Some Pantone colors are outside of the CMYK color space and appear different when printed as process color. We suggest referring to a current Pantone color to review your color. Never rely on your screen image for color.

A note about color accuracy

Our presses are calibrated to produce the most accurate color possible. Please do not use your own printer or monitor as a guide to color accuracy. Since we print using CMYK inks, spot colors may print differently than their PMS equivalent. If you are concerned about color accuracy, always allow enough time to request a proof before printing your order.

Following the above checklist helps reduce potential problems, accelerates job delivery and avoids additional fees associated with pre-press problems.

Have more questions?

Just give us a call, and we'll help walk you through the process.

